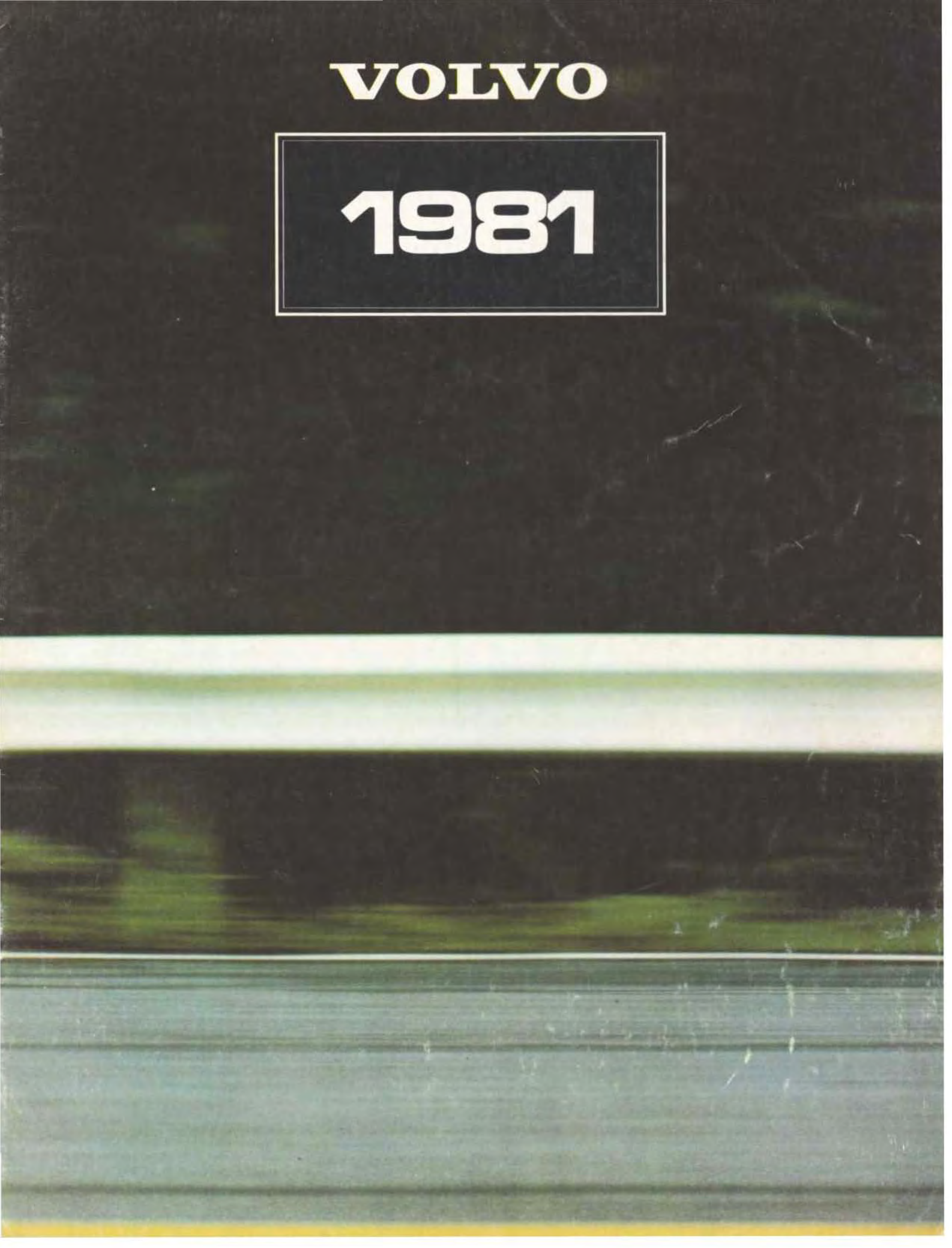
VOLVO

1981



Introducing the New 1981 Volvos

As the environment in which we live becomes more hostile, people value the relevance of the "Volvo virtues"-safety, durability, reliability and comfort-more and more. Volvo's durability is a good hedge against inflation whilst their famous reliability helps to control your total motoring cost. The 1981 Volvos retain these virtues but they also offer even higher levels of refinement and elegance, so that more than ever, they will be the natural choice of the discerning individual who looks for quality and value for money.

The new 1981 model 200 series cars have a slimmer, lighter and overall more elegant and classical exterior. The most eyecatching features are the new and lower grilles, new headlights, new integral wrap around safety bumpers, new window surrounds, front spoiler on GL, GLE and GLT models and a redesigned rear on estate cars. The interior of the Volvo has also been improved, the most noticeable difference being the completely redesigned dashboard. Whilst the distinctive Volvo appearance has been retained, the controls are easier to reach and the instruments are easier to read.

For 1981 the Volvo 240 range offers a choice of four cylinder saloon and estate cars ; in total seven models with variations in specification and performance.

In the Volvo 260 series range there are two saloons and two estates. The six cylinder performance of these models has been further enhanced by the introduction of the B28E engine which gives better response and flexibility.

The Volvo 340 series was extended in 1980 by the addition of the five door 345DL. The range is now extended further by the introduction of a GL variant, for both the 343 and the 345, with an even higher level of standard specification which includes tinted glass, metallic paint, front spoiler and lower profile tyres.

Opposite you will find a check list showing the amazingly comprehensive range of equipment that Volvo offers as standard. This will help you to choose the combination most appropriate for your driving requirements.

Full details and specifications of the 1981 Volvo range are available from your local Volvo Dealer. There are over 250 Volvo Dealers in the U.K., strategically located to offer the highest levels of care and service to Volvo owners and their cars. Every Volvo Dealer offers full sales and service facilities with Volvo trained staff, and genuine Volvo parts and accessories. You will find your Dealer's address and telephone number in Yellow Pages or by telephoning Volvo Customer Services on High Wycombe (0494) 33444. (UK only).

Standard equipment	343DL 345DL	343GL 345GL	244 DL	244 GL	244 GLE	244 GLT	245 DL	245 GL	245 GLE	264 GL	264 GLE	265 GL	265 GLE
Fitted carpets	●	●	●	●	●	●	●	●	●	●	●	●	●
Head restraints, front	●	●	●	●	●	●	●	●	●	●	●	●	●
Seat belts, front and rear	●	●	●	●	●	●	●	●	●	●	●	●	●
2 speed wipers/electric washers	●	●	●	●	●	●	●	●	●	●	●	●	●
Luggage compartment lighting	●	●	●	●	●	●	●	●	●	●	●	●	●
Laminated screen	●	●	●	●	●	●	●	●	●	●	●	●	●
Halogen headlights	●	●	●	●	●	●	●	●	●	●	●	●	●
Heated rear screen	●	●	●	●	●	●	●	●	●	●	●	●	●
Seat belt reminder	●	●	●	●	●	●	●	●	●	●	●	●	●
Radial ply tyres	●	●	●	●	●	●	●	●	●	●	●	●	●
Reversing lights	●	●	●	●	●	●	●	●	●	●	●	●	●
Cigar lighter	●	●	●	●	●	●	●	●	●	●	●	●	●
Clock	●	●	●	●	●	●	●	●	●	●	●	●	●
Glovebox lighting	●	●	●	●	●	●	●	●	●	●	●	●	●
Safety cage construction	●	●	●	●	●	●	●	●	●	●	●	●	●
Side impact protection	●	●	●	●	●	●	●	●	●	●	●	●	●
Collapsible steering system	●	●	●	●	●	●	●	●	●	●	●	●	●
Dual circuit brakes	●	●	●	●	●	●	●	●	●	●	●	●	●
Day-running lights			●	●	●	●	●	●	●	●	●	●	●
Hazard warning lights	●	●	●	●	●	●	●	●	●	●	●	●	●
12 months unlimited mileage warranty	●	●	●	●	●	●	●	●	●	●	●	●	●
Mud flaps			●	●	●	●	●	●	●	●	●	●	●
Rear foglights	●	●	●	●	●	●	●	●	●	●	●	●	●
Reclining seats	●	●	●	●	●	●	●	●	●	●	●	●	●
Tripmeter	●	●	●	●	●	●	●	●	●	●	●	●	●
Day/Night rear-view mirror	●	●	●	●	●	●	●	●	●	●	●	●	●
Brake failure warning	●	●	●	●	●	●	●	●	●	●	●	●	●
Cloth upholstery	●	●	●			●	●	●					
Leather upholstery					●				●		●	●	●
Plush upholstery				●	●					●	●		
Wrap-around rear lights	●	●	●	●	●	●	●	●	●	●	●	●	●
Tachometer			●	●	●	●	●	●	●	●	●	●	●
Headlight wiper/washers			●	●	●	●	●	●	●	●	●	●	●
Adjustable front seat lumbar support			●	●	●	●	●	●	●	●	●	●	●
Driving seat height adjustment by lever			●	●	●	●	●	●	●	●	●	●	●
Intermittent operation windscreen wipers	●	●	●	●	●	●	●	●	●	●	●	●	●
Bulb failure warning			●	●	●	●	●	●	●	●	●	●	●
Courtesy light operating on rear doors			●	●	●	●	●	●	●	●	●	●	●
Ignition/lights buzzer warning			●	●	●	●	●	●	●	●	●	●	●
Rear seat centre armrest		●	●	●	●	●			●	●	●	●	●
Tinted glass		●		●	●	●		●	●	●	●	●	●
Metallic paint		●		●	●	●		●	●	●	●	●	●
Overdrive (manual gearbox)				●	●	●		●	●	●	●	●	●
Rear window wipe/wash							●	●	●			●	●
Intermittent facility for rear wipe/wash									●			●	●
Electrically heated driving seat	●	●	●	●	●	●	●	●	●	●	●	●	●
Power steering						●				●	●	●	●
Engine bay light			●	●	●	●	●	●	●	●	●	●	●
Sunroof	option	option	option	●	●	●				●	●		
Front spoiler		●		●	●	●		●	●	●	●	●	●
Air conditioning											●		●
Fuel injection					●	●			●	●	●	●	●
Electric windows					front				front	front	●	front	●
Interior adjustable door mirror			●	●	●	●	●	●	●	●		●	
Dashboard oddment storage			●	●	●	●	●	●	●	●	●	●	●
Central locking										●	●	●	●
Electrically controlled door mirrors											●		●
Rear window sun blinds											●		
Rear head restraints											●		
Alloy wheels						●							

Automatic transmission is available for all models except the 244GLT.
Power steering is available as a special order on 240 series DL, GL and GLE models.



The Versatile Volvo 340 Series

The 340 series has been highly acclaimed by the British press as offering the quality, and many of the features, of the big Volvos in a more compact body. This does not mean that comfort or internal space have been sacrificed-on the contrary the 340 offers more of both than do many well-known family saloons.

The 1981 models include still further developments and refinements designed to make a good car even better, the most noticeable being the wrap around bumpers which give protection from minor knocks whilst also adding to the appearance of the model. New for 1981 are the 343GL and the 345GL which offer even higher levels of specification, including tinted windows, metallic paint, front spoiler and lower profile tyres.

The 340 series now offers a wide choice ; three or five doors, manual or automatic transmission, DL or GL specification; sunroof option.

Whichever Volvo 340 model you choose we know that no other car in its price range can offer the same combination of quality, safety, reliability and specification.



Engines and transmission 340 Series	
Models	343/345 DL, GL
Engine designation	B 14
Configuration	In-line 4 Cyl.
Displacement cc	1397
Bore/stroke mm	76/77
Fuel system	Carburettor
Max output hp (metric)/rpm DIN	70/5500
Max output kw/rps DIN	51/92
Max torque Nm/rps DIN	105/58
Max torque kpm/rpm DIN	11/3500
Compression	9.3:1
Octane rating	97/98
Transmission	Manual or Automatic



The New 1981 Volvo 244 Saloons

The Volvo 244 has firmly established itself as a market leader and a trend setter, due to its unique combination of quality, reliability, durability, comfort, safety and value for money. The 1981 models retain all these virtues, but present an appearance that is slimmer and lighter, with integral wrap around safety bumpers, new grilles and headlights and new window surrounds. Inside, the redesigned dashboard and further comfort refinements make driving a Volvo an even greater pleasure.

There are four 244 saloons to consider; the 244DL, 244GL, 244GLE and 244GLT. The DL model offers a very high standard specification (see page 3) ; the 244GL has an identical engine and performance to the DL, but includes metallic paint, tinted windows, sunroof, plush upholstery, front spoiler, overdrive on 4th gear and lower profile tyres as standard. In the GLE, the luxurious specification of the GL model is complemented by a fuel injection engine and electric front windows. The high performance 244GLT is a recent addition to the Volvo range and has a 2·3 litre fuel injection



engine developing 136hp (DIN). Its specification includes alloy wheels, extra low profile tyres, front spoiler, black trim, sunroof, gas filled rear shock absorbers, special stabilisers, power steering and overdrive on 4th gear.

Engines and transmissions 244 Saloons

_Models	244DL/GL	244GLE	244GLT
Engine designation	B21A	B21E	B23E
Configuration	In-line 4 cyl	In-line 4 cyl	In-line 4 cyl
Displacement cc	2127	2127	2316
Bore/stroke mm	92.0/80.0	92.0/80.0	96.0/80.0
Fuel system	Carburettor	Fuel injection	Fuel injection
Max output hp (metric)/rpm DIN	107/5500	123/5500	136/5500
Max output kw/rps DIN	79/92	90/92	100/92
Max torque Nm/rps DIN	170/42	162/58	190/75
Max torque kpm/rpm DIN	17.3/2500	16.5/3500	19.4/4500
Compression ratio	9.3:1	9.3:1	10.0:1
Octane rating	97/98	91/93	97/98
Transmission	4 speed manual (GLwithoverdrive)	4 speed manual with overdrive	4 speed manual with overdrive

Automatic transmission is available on 244DL, GL and GLE.



The Big Volvo 245/265 Estate cars

The 1981 Volvo estates share the interior and exterior improvements of the saloons but also have a re-designed rear end. The result is a more elegant car which is the natural choice of the discerning individual who wants the `Volvo virtues' plus the versatility of an estate car.

The exceptional features of earlier 245 and 265 models remain -five seats; 43 cubic feet of space behind the rear seat (75 cubic feet with the rear seat down); cargo area over 6 ft long; over 2 cubic feet of under-floor storage; easy access through rear door; rear wiper/washer; 30 cwt towing capacity; tight 32' 2" turning circle.

There are five models in the Volvo estate car range; three four-cylinder 2.1 litre models-the 245DL, 245GL and 245GLE-and two six-cylinder 2.8 litre models-the 265GL and 265GLE.

The 245DL's outstanding specification includes heated driver's seat, headlamp wiper/washers and interior adjustable door mirrors as standard. With the 245GL you also get metallic paint, tinted windows and overdrive on 4th gear. The fuel injected 245GLE has higher performance and the extra luxury



of leather upholstery and electrically operated front windows.

The 265GL's six-cylinder performance is complemented by power steering, overdrive on 4th gear, central locking, electrically operated front windows, tinted glass and leather upholstery. The 265GLE also includes air conditioning, electrically operated door mirrors and electrically operated windows all round.

Engines and transmissions 245/265 Estate cars			
Models	245DL/GL	245GLE	265GL/GLE
Engine designation	B21A	B21E	B28E
Configuration	In-line 4 cyl.	In-line 4 cyl.	V6
Displacement cc	2127	2127	2849
Bore/stroke mm	92.0/80.0	92.0/80.0	91.0/73.0
Fuel system	Carburettor	Fuel injection	Fuel injection
Max output hp (metric)/rpm DIN	107/5500	123/5500	155/5500
Max output kw/rps DIN	79/92	90/92	114/92
Max torque Nm/rps DIN	170/42	162/58	230/50
Max torque kpm/rpm DIN	17.3/2500	16.5/3500	23.4/3000
Compression ratio	9.3:1	9.3:1	9.5:1
Octane rating	97-98	91-93	97-98
Transmission	4 speed manual (GLwithoverdrive)	4 speed manual with overdrive	4 speed manual with overdrive

Automatic transmission is available on all models.



The ultimate Volvos-the 264 Saloons

The Volvo 264 Saloons represent something special-even for Volvo. They mirror the very best in styling, specification and luxury. The new grille, new headlights, new window surrounds and front spoiler give the 1981 models an even greater air of prestige, whilst performance has been further enhanced with the introduction of the 2·8 litre 6 cylinder fuel injected engine. The GL's specification includes plush upholstery, metallic paint, tinted windows, sunroof, overdrive on fourth gear, power steering, electrically operated front windows and central locking. The interior is specially colour-co-ordinated. The 264GLE has the additional benefits of air conditioning, electrically operated windows all round, electrically operated door mirrors, rear head restraints, rear window sunblinds and a choice of leather or plush upholstery depending on exterior colour selected.

Once inside these cars no further elaboration is required. The luxury of the interior, the exclusive materials, the multitude



that surround you tell an
unmistakable tale of exclusivity.

Engine and transmissions 264 Saloons	
Engine designation	B28E
Configuration	V6
Displacement cc	2849
Bore/stroke mm	91.0/73.0
Fuel system	Fuel injection
Max output hp (metric)/rpm DIN	155/5500
Max output kw/rps DIN	114/92
Max torque Nm/rps DIN	230/50
Max torque kpm/rpm DIN	23.4/3000
Compression ratio	9.5:1
Octane rating	97-98
Transmission	4 speed manual with overdrive

Automatic transmission is available on all models.

Tailor your car to your individual needs

Volvo Accessories - for the Individualist

Volvo cars are built to the highest specification standards, but every Volvo owner is an individual with his own particular motoring needs which cannot always be fulfilled even by the exceptionally comprehensive standard equipment of a Volvo. For example, with a young family you need child safety equipment and if you own a boat you need specialist towing equipment.

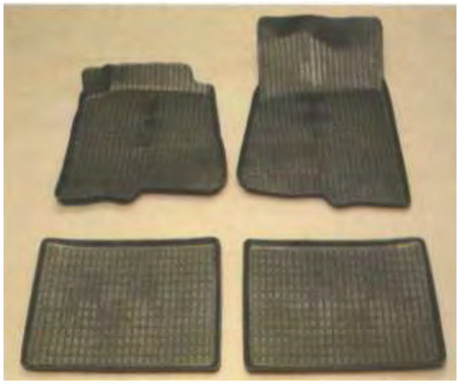
Accessories for Every Need

All Volvo accessories are manufactured to the same high quality standards as the car. They are designed' to complement the style of the car to avoid the "add-on" look projected by many non-Volvo accessories. And because they are developed by Volvo, fitting has been made as quick and easy as possible.

Accessories for Every Model

This section of our brochure illustrates some of the extensive range of Volvo accessories which enable you to tailor your car to your individual needs. On this page you will find items available for all Volvo cars, on the following pages items specific to the 200 Series or the 340 Series.

Ask your Volvo dealer for details of the full range of Volvo accessories for your model.



The raised edges of these thermo-plastic mats prevent dirt and water getting under them and the tailored fit and seined base effectively anchor the mats in place. Supplied in complete sets for front and rear.

Volvo Sound

In conjunction with one of the world's leading radio manufacturers, Volvo has developed a comprehensive range of in-car audio equipment. The three band stereo radio/cassette player and power amplifier illustrated here are just part of the Volvo Sound range.





Volvo's range of Senator seat covers are faced with high quality, foam-backed plush material with nylon-velour side and rear panels for easy fitting. Supplied in complete sets for front and rear seats in a choice o f colours to complement the interior trim. Matching head restraint cushions are also available in pairs.



Child Safety

Cars are designed primarily for adults, but at Volvo we believe that young children too have the right to travel in comfort and safety. The tests shown here, part of a continuous and detailed Volvo child safety research programme, illustrate all too clearly what happens to an unrestrained child in a crash. In a head-on collision at 31 mph a child weighing 44 lbs will be thrown forward with a force of nearly 2 tons.

From the results of the research programme, Volvo has developed a range of child safety equipment unrivalled by any other car manufacturer. The equipment includes a carrycot restraint system and a unique child safety cushion which enables the 6-12 year old to use the standard adult seat belt.



For 200 Series cars in particular a wide range of accessories is available. Specialist equipment, safety items, sport and trim items and accessories that give an additional touch of luxury can all be found in the Volvo 200 Series accessory range.



The new 1981 model dashboard has special provision for additional instruments to be fitted. Instruments available include the oil pressure gauge, ambient temperature gauge and voltmeter illustrated here.



When towing or carrying a heavy load, a levelling system will maintain the car's normal level, comfort and stability, preventing the headlights from dazzling on-coming drivers and the car from `bottoming' on rough roads. Choose between a manual system using a garage air line or a 'finger-tip' system using a dash-mounted control panel to operate a built-in compressor which inflates or deflates the special rear shock absorbers.



The sturdy, tubular steel tow bar is typical of the quality of all Volvo towing accessories. It will pull a load of 3,300 lbs (1500 kg) as will the alternative `swing away' version.

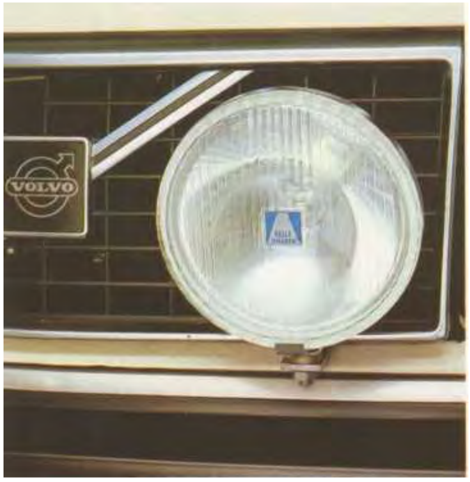


Alloy wheels reduce your car's unsprung weight and increase brake cooling. This 25 spoke `sunburst' design polished aluminium alloy wheel is available with either a small (as illustrated) or large hub cap.





Self adhesive bumper stripes reflect light at night. Complete set for front (white) and rear (red).



A recent addition to the accessory range are these powerful auxiliary lamps. Two 186 mm fog or spot lamps are supplied in complete kits including halogen bulbs, wiring, switch and fitting brackets.

Like its big brother, the 340 Series is well catered for in the Volvo accessory range. The items illustrated here are just a few of the many you can choose from.

1981 model 340s are pre-adapted for easy fitting of these useful '200 Series type' door pockets, which are available in black and are supplied in pairs.





Headlamp washer/wipers are a valuable safety accessory which prevent the gradual and probably un-noticed loss of headlight 'throw'. They operate in conjunction with the windscreen wash system.



Designed and developed by Volvo this strong, fixed ball tow bar will pull up to 2,200 lbs (1000 kg). (N.B. automatic models have a towing limit of 1,980 lbs (900 kg).) A tow bar wiring kit is also available and, of course, for all that holiday luggage don't forget a smart, strong Volvo roof rack.



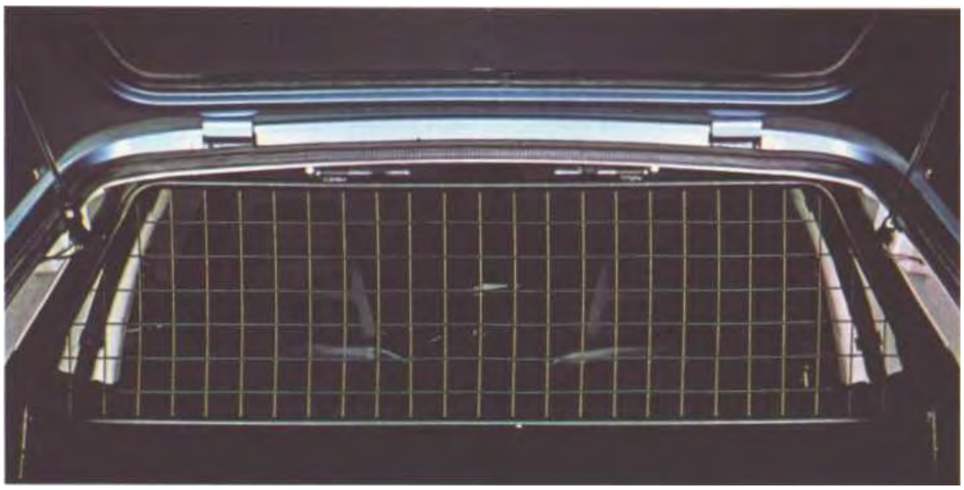
A special panel with provision for two additional 52 mm instruments can be fitted in the centre console beneath the radio. Instruments available include the temperature gauge and vacuum gauge shown here.



The Volvo caravan mirror is quick and easy to fit without drilling or screwing. Extremely stable, it affords an excellent rear view when towing.



The sporty image is promoted by this rear screen visor and a set of attractive self adhesive stripes (in silver or black). The visor helps to keep the window free from frost, snow and rain and shades rear passengers from direct sunlight.



A steel dog-guard gives your dog his own 'kennel-on-wheels' and prevents him from accidentally damaging the interior trim of the car. Easy to fit and remove, the guard can alternatively be used to prevent luggage from flying forward when braking hard.



An exceptionally attractive 13" x 5.5J aluminium alloy wheel enhances the appearance of your car. For DL models a spoiler re-inforces the sporty image as well as reducing wind resistance and increasing front axle pressure for improved handling.

Printed in England by Sir Joseph Causton & Sons Ltd.

Technical information

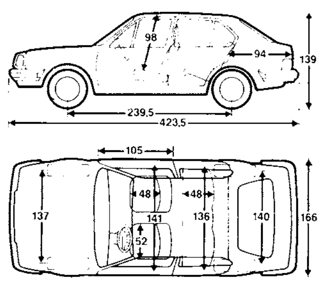
	343/345DL 343/345GL	244/245DL 244/245GL	244GLE 245GLE	244 GLT	264/265GL 264/265GLE
Engine					
Designation	B14	B21A	B21E	B23E	B28E
(For engine specifications please see respective model pages).					
Cooling system					
Frost-proofed and sealed. Volume (litres/pts)	6/10.6	9.5/16.6	9.5/16.6	9.5/16.6	10.9/19.2
Electrical system					
Battery capacity	12V/36Ah	12V/60Ah	12V/60Ah	12V/60Ah	12V/70Ah
Alternator rating	50 A	55 A	55 A	55 A	70 A
Ignition system	Mech.	Mech.	Contactless transistorised	Contactless transistorised	Contactless transistorised
Fuel tank					
Volume (litres/gallons)	45/9.9	60/13.2	60/13.2	60/13.2	60/13.2
Steering gear					
Rack and pinion steering. Split steering column of safety type. Ratio	20.3:1	21.3:1	21.3:1	17.2:1 Power assisted	17.2:1 Power assisted
Turns of steering, lock to lock	4.1	4.3	4.3	3.5	3.5
Turning circle diam (metres/ft)	9.2/30′2″	9.8/32′2″	9.8/32′2″	9.8/32′2″	9.8/32′2″
Suspension					
Front	Spring strut	Spring strut	Spring strut	Spring strut	Spring strut
Rear	De Dion	Live	Live	Live	Live
Brakes					
Front/rear	Discs/drums	Discs/discs	Discs/discs	Discs/discs	Discs/discs

Warranty.
12-month unlimited mileage warranty.

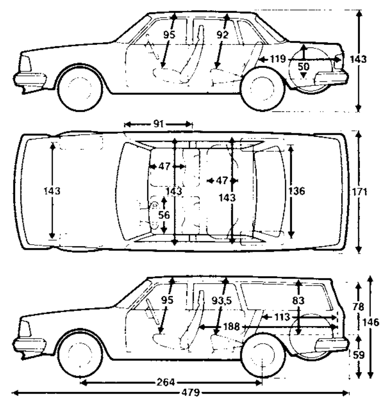
The factory reserves the right to make changes at any time, without notice, to prices, colours, materials, equipment, specifications and models and also to discontinue models.

If you are interested in further technical details, please ask your dealer for the separate publications on the Volvo 340, 240 and 260 Series.

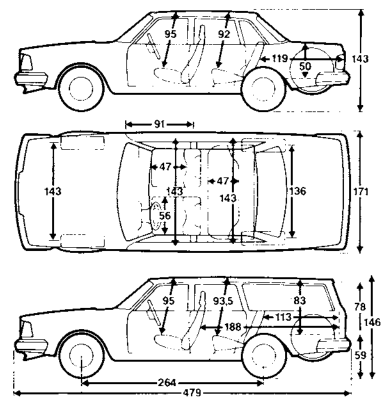
VOLVO



340



240



260

ASP/PV 8585–81. Engelska/UK.